



CHAPTER 1

EDUCATION AND COMMUNITY HEALTH OUTREACH (ECHO) PLAN

SECTION 1.0 INTRODUCTION

The Guam Education and Community Health Outreach (ECHO) Plan will utilize the following strategy in the different phases of pandemic preparedness to promote and increase awareness of the potential impact of any communicable disease preparedness on Guam as well as increase levels of pre-pandemic preparedness.

Team ECHO, which is comprised of internal staff from the Department of Public Health and Social Services (DPHSS), is responsible for the implementation of the ECHO Plans directed by the DPHSS Director. As part of the ECHO Plan, DPHSS has the ability to include members from other agencies to support the ECHO Team's response efforts, and later as part of the Joint Information Center (JIC).

The ECHO Plan currently implements and will continue to apply an Intervention Strategy Matrix based on the most current U.S. Centers for Disease Control and Prevention guidelines, in consultation with a medical advisory team or the Chief Medical Advisor or a designee to the Governor of Guam.

SECTION 2.0 GOAL

The ECHO Plan outlines processes for disseminating timely and accurate public health emergency response-related health education products to the general public, media, health care providers, response agencies, government agencies, organizations, community leaders, businesses, stakeholders, and other groups of individuals during a public health crisis.

SECTION 3.0 ECHO OBJECTIVES

- Develop, update, and disseminate educational materials to include posters, flyers, videos, infographics, and social media content.
- Create or identify community events where information can be distributed in person or through a digital platform.
- Collaborate with and engage the DPHSS Incident Command, community partners and stakeholders such as, but not limited to:
 - Mayors' Council of Guam

- Public/Private Schools
- Institutions of Higher Learning
- Non-Profit Organizations
- Healthcare Community
- Business Community
- Tourism Industry
- Federal Government Agencies
- Consular Offices
- Faith-based Organizations

SECTION 4.0

RESPONSE STRATEGIES

- Depending on incident type and based on the needs of DPHSS, direct all ECHO information dissemination through the JIC.
- Adopt an approval and distribution process for release of health education information.
- Direct ECHO information dissemination from DPHSS to print, broadcast or other media.
- Disseminate ECHO information to educate the general public on the risks of disease exposure and an effective public response.
- Share ECHO information with representatives from different communities, e.g.: non-profit organizations, government of Guam agencies, healthcare facilities, and federal agencies.
- Develop health education materials in partnership with stakeholders to include those in affected communities for effective public dissemination.
- Establish a local hotline for health education inquiries.
- Establish an online health education resources portal page to provide the community reliable and accurate information.
- Develop regular reports, to include manners of distribution, methods of tracking, and types of communications in order to measure and analyze the reach of health education products.

- Execute the DPHSS Crisis and Emergency Risk Communications Plan.
- Procurement-related matters for the ECHO Team will be managed by the finance section of DPHSS.

SECTION 5.0

PERSONNEL NEEDS

DPHSS shall locally fund a classified Public Information Officer position whose primary responsibilities are to serve in the capacity of agency spokesperson, disseminating agency information to the public, writing press releases on DPHSS-related topics, participating in JIC-related functions when activated during public health emergencies, and other duties and responsibilities as assigned, as well as established in the Department of Administration job description.

SECTION 6.0

PARTNER AGENCIES

The ECHO Plan identifies the utilization of government and community partners to include, but is not limited to training centers, educational institutions, public and private schools, non-profit organizations, civic organizations, healthcare institutions, private sector community, media partners, and faith-based organizations.

Additionally, Guam Department of Education health and physical education teachers and school nurses are another viable resource group to be trained as personnel who can participate and assist in educating school students and the general public.

SECTION 7.0

FACILITY, EQUIPMENT, AND MATERIAL NEEDS

Team ECHO requires a centrally located facility with sufficient workspace, to include high-speed internet connection, computers, telecommunications devices (e.g., MiFis, short-wave radios, smart phones, and landlines), printer, food, gas cards, water supplies, personal protective equipment (PPE), a climate-controlled facility, power, toilet/shower access, and a lounge area for staff as assigned. A virtual space should be established by the Office of Technology as a backup in the event that team ECHO is unable to meet in a physical environment.

Team ECHO should conduct a resource assessment to identify its needs to properly respond to the current public health emergency. A report should be completed and submitted to the DPHSS Director on an as needed basis.

PANDEMIC PHASES

WHO PHASE 1: INTERPANDEMIC PERIOD

- **DPHSS**

- Purchase or print the Individual and Family Pandemic Influenza Awareness and Planning Materials identifying potential impact on Guam and develop a system for rapid communication dissemination.
- Develop and begin to conduct pandemic influenza awareness presentations at the different Government of Guam agencies and other organizations as scheduled. Presentations directly or indirectly commenced at the offices of the 19 village mayors and at the offices of task force members identified in Governor's Executive Order 2006-11.

WHO PHASE 2: INTERPANDEMIC PERIOD

- **DPHSS**

- Prepare lists (i.e., Questions & Answers on Pandemic Influenza) for general public as required.
- Continue preparations, and coordination for presentations on Pandemic Influenza. Develop print and broadcast templates for public information releases.

WHO PHASE 3: INTERPANDEMIC PERIOD

- **DPHSS**

- Prepare lists (i.e., Questions & Answers on Pandemic Influenza) for general public as required.
- Continue presentations, preparation for/coordination of presentations on pandemic influenza. In addition, DPHSS will develop templates for public information releases (print and broadcast).

WHO PHASE 4: PANDEMIC ALERT PERIOD

- **DPHSS**

- Coordinate with local agency or organization liaisons to conduct additional presentations as needed.
- Continue presentations and enhancement of public education on hygiene etiquette (coughing, hand-washing, etc.).

WHO PHASE 5: PANDEMIC ALERT PERIOD

- **DPHSS**

- Communicate with JIC for more targeted/frequent information updates to public on the disease. Guidance on self-care for those sick at home. Preparation of updated crowd avoidance and school closure advisories.
- Continue development and issuances of travel advisories (local or global) and special needs advisories.

WHO PHASE 6: PANDEMIC PERIOD

- **DPHSS**

- Enhance communication(s) with the JIC for more targeted and frequent information updates to the general public on the disease and precautions to minimize additional pandemic influenza waves on-island.
- Provide enhanced dissemination of guidance on the care or self-care of those sick at home and crowd avoidance advisories. Also, DPHSS will continue the development and issuances of travel advisories (local or global) to include special needs advisories as required or recommended to minimize the export of disease to other islands in Micronesia or beyond.